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# **SUCCESSFUL SMALL BUSINESS MARKETING TO BEARINGPOINT**

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**Author: Linda J. Glasgow**

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# Content

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- **Why a Small Business**
- **Do Your Homework**
- **Make Your Case**
- **Turn-Offs**
- **Points that Impress**
- **Summary**

# Why a Small Business

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## ■ Proposal Stage

- Requirement for Teaming with Small Business
- Portion of Scope for “Non-Core” Company Work
- Build composite Rate Structure
- Protégé Company

## ■ Execution Stage

- Supplement Skill Sets
- Short-term work on Project
- Teaming Agreement
- Shortage of Personnel with required skills

## **“Cold Call” Marketing (Do Your Homework)**

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- **Know Something About the Company (Size, Clients, Etc)**
- **Know Basic Company Structure, i.e.,**
  - BearingPoint has 5 Lines of Business
  - Public Services is one of the five
    - Federal/National Government
    - US Multinational Agencies
    - Health Care
    - Higher Education
    - State and Local
    - Non-Profits
- **Know the Company Solutions and how your company skills match/compliment ours**

# Things You Should Ask BearingPoint



## ■ Internal Company Structure



## ■ Internal Decision Making Process

- Team-mates
- Staff Augmentation

## Making the Case for Your Company

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- **Tell me the Facts about your Company**
  - How are you Structured
  - Company Size
  - Company Skill Sets
  - Clients for whom you've done work
- **Tell me about your core focus**
- **Tell me a little about your Strategic Plan – Where do you want to take your company**

## Traits that are “Turn Offs”

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- **Begin the meeting with your business “tick Marks”**
  - 8A, Woman Owned, Hub-Zoned
  - All the others
- **Constant “Name Dropping”**
- **Perception that you think I’m just waiting to hand work to a small business**
- **Camouflage the fact that you are many consultants loosely associated (head hunter)**
- **Specify a specific contract when you don’t understand the tenants of the contract**
- **Having No Company Focus**
- **Constant Phone Follow-ups**

## Traits that Impress

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- **Speak Clearly and Concisely**
- **Be Organized and have your Materials Organized**
- **Address the key points in your material**
- **Have a “leave behind” on skills and points of contact**
- **Follow-up with electronic version of material – I can then refer it to others internally**
- **Register on the Small Business Data Base**
- **Tell me Why you want to do business with my company**



## SUMMARY

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- WE ALL MARKET FOR OUR COMPANIES WITH THE INTENT OF WINNING WORK
- WE RECOGNIZE THAT “COLD CALLS” ARE DIFFICULT
- DON’T EXPECT TO WALK AWAY WITH WORK THAT DAY
- “SOB STORIES” WILL NOT HELP – WE’VE HEARD THEM BEFORE
- EXHIBIT CONFIDENCE AND COMPANY COMPETENCE

YOUR REPRESENTATION OF YOUR COMPANY  
SKILLS NEEDS TO STAND OUT  
AND BE REMEMBERED!

# Authors

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This presentation was prepared by:

**Linda J. Glasgow, Managing Director**  
BearingPoint  
8100 Professional Place, Suite 100  
Landover, MD 20785  
Tel: 301-429-6202/703-747-4066  
Cell: 202-494-5992  
eFax: 703-991-4085  
E-mail: lglasgow@bearingpoint.net

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